

Tasmanian Visitor Information System



Tourism Signing Guidelines Information for Tourism Operators

July 2021

What is the Tasmanian Visitor Information System?

The Tasmanian Visitor Information System is an integrated approach to providing information to visitors and to potential visitors when they choose to have a Tasmanian holiday.

The Tasmanian Visitor Information System has four key components:

1. Touring journeys and themed trail guides
2. Tourism Tasmania's website <http://www.discovertasmania.com.au/>
3. Tasmanian Visitor Information Network Centres – staffed information centres providing face-to-face contact for visitors
4. Roadside signage to assist navigation of Tasmania's road network and to confirm the location of tourism facilities and features (attractions).

Why have a standardised system of roadside signage?

A high standard of design in road signs is essential:

- To communicate effectively with road users
- To meet important safety, aesthetic and environmental considerations.

Often, motorists have only a few seconds to take in a sign's message – the 'glance' factor is crucial. Extensive research has determined optimal letter size, spacing and the number of words and lines to suit various traffic speeds, locations and driver comprehension levels.

What are the types of signs?

There is a hierarchy of signs used throughout Tasmania – and there are two kinds specifically developed for tourism businesses:

1. Tourism Feature (Attraction) Signs

- White legend on brown background
- Directs visitors to natural, cultural and historic features and attractions (may be commercially focussed or provide free entry)
- May incorporate approved services information symbols and approved tourism shields
- Eligibility criteria apply



2. Tourism Facility Signs

- Yellow legend on Blue background
- Direct visitors to tourism related commercial facilities and services (e.g., accommodation, tea rooms, restaurants, wineries, craft shops, etc.)
- May incorporate approved service information symbols and approved tourism shields (where there is space on a sign)
- Eligibility criteria apply



Please note:

- ➔ *Tourism Feature and Facility signs are the final link in a communication process between the business operator and the consumer. The signs reinforce precise locations and aid safe, efficient travel.*
- ➔ *Remember they are for directional purposes – not promotion of a business. They should not be expected to compensate for a poorly located business. Choosing a location that achieves visibility and captures trade is a consideration at the business planning stage, not the road signage stage.*

Who is eligible?

All requests for tourism facility and feature signs are assessed against the criteria in the current version of the [Tasmanian Roadside Signs Manual](#), which has been designed as a resource for State Government and Local Council administrators having an approval role.

These Guidelines provide an outline for operators on what might be permitted in relation to complying tourism information signs for eligible businesses.

Tourism operators who are accredited or are registered for Tourism Industry Council Tasmania accreditation may be eligible for Tourism Feature and Facility signs. On-line listing with the Australian Tourism Data Warehouse is also required in many circumstances.

How many signs?

- Generally, in rural areas a sign may be permitted to a tourist feature or facility only on the most direct route to the business.
- Signs may also be approved in advance of the access to a tourism feature or facility if conditions indicate that a need exists to highlight the location off the access prior to the turn-off point.
- Outside urban areas, where the tourism feature or facility is in a remote location off the primary tourist routes and is difficult to find, signs may also be approved in advance of a side road junction leading to the business.
- In urban areas, instead of signing to individual tourism features and facilities, the main emphasis on tourism signage should be to direct visitors to the local Visitor Information Centre and/or information display to avoid an unacceptable number of competing signs on the roadside.
- The Local Council may wish to approve some operator signage for those tourism facilities with particular access difficulties or to indicate a significant attraction. The Local Council will make the final decision on whether a sign is approved within an urban area, even where the sign is proposed to be installed on a State Government road.

What sign designs can be used?

Subject to State Government and Local Council Road Authority approval in relation to location and sign layout, all eligible businesses may install tourism facility or feature signs that comply with the tourism sign designs incorporated into the [Tasmanian Roadside Signs Manual](#).

Using standardised colours, layouts and sizes ensures that a consistent message is provided to maximise effectiveness and minimise confusion without compromising the safety of road users.

Who pays for and maintains the signs?

With few exceptions, the cost of all Tourism Feature and Facility signs rest with the business operator. This includes:

- The manufacture
- The erection
- The maintenance of a sign during its life
- The removal of a sign on the closure of the business

On the State Government Road network, the design, manufacture and installation must be undertaken in accordance with the Department of State Growth's specifications and, if a business operator wishes, can be undertaken by any of the manufacturers regularly used by the Department. These details can be provided when an application is processed.

Some Councils may provide sign manufacturing and erection services for business operators on payment of a fee as part of the Council's approval process on the both the State Road network and the Local Council Road network. Business operators should check with the Local Council on the availability of this service at the time of application.

It is the responsibility of the business operator to notify the State Government or Local Council Road Authority if the business closes or is no longer an eligible tourism business. The operator is responsible for the prompt removal of signs when a business ceases to trade.

How do I apply?

The Department of State Growth manages enquiries and applications for tourism feature and facility signs on the State Government Road network and, as has always been the case, is able to provide guidance to Local Councils and/or business operators on the Local Council Road network, if requested.

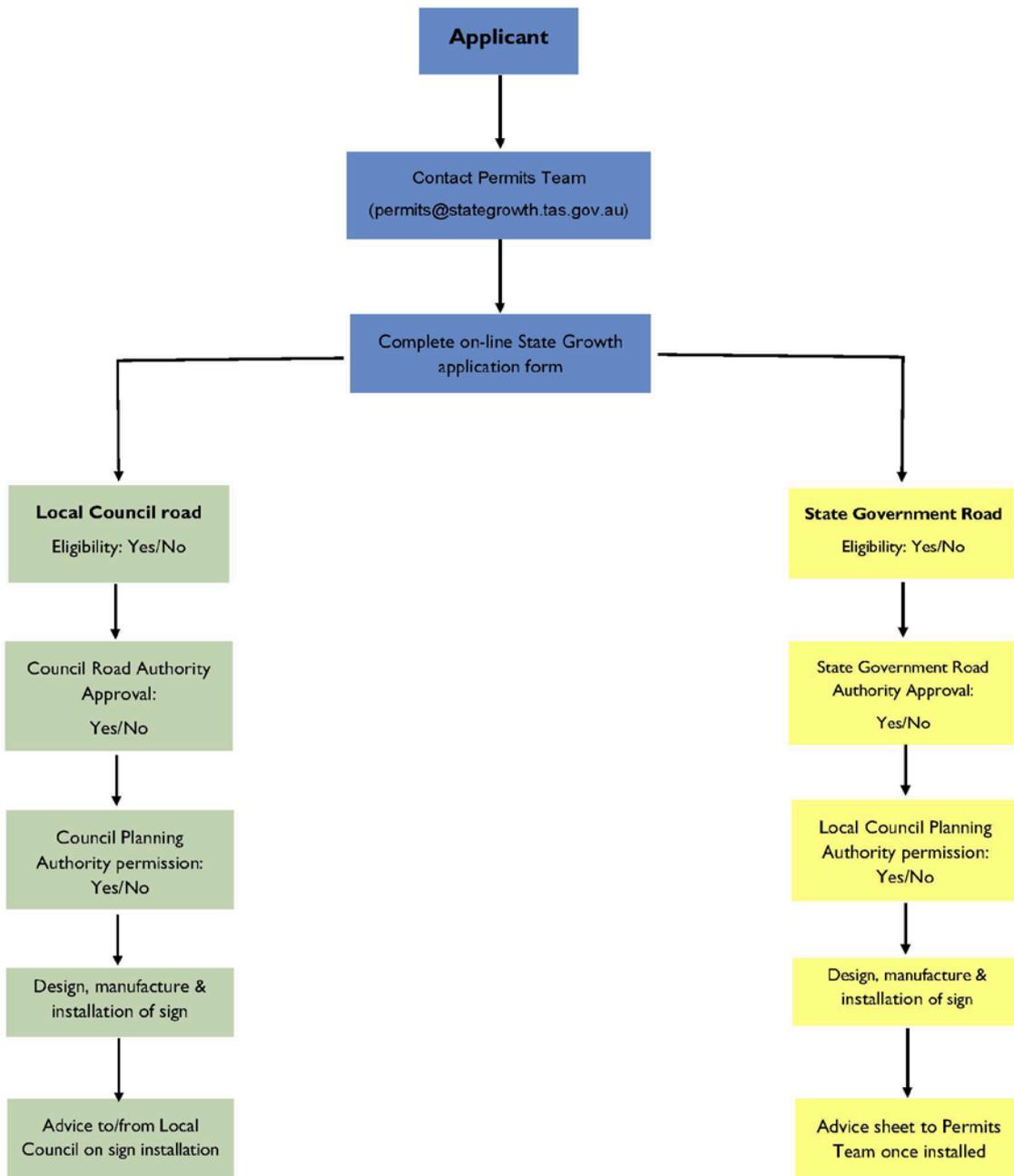
If the sign application relates solely to installation of signs on State Government Roads

1. Contact the State Growth Permits Team by email to permits@stategrowth.tas.gov.au or on the telephone number indicated on the website to discuss the business operator needs.
2. Complete the online Application Form.
3. On receipt of the completed Application Form, the applicant (business operator) will be advised of the outcome within 21 days.
4. If approved, a Works Permit giving consent to the installation of the sign(s) on the **State Government Road network** will be provided to the applicant. The permit will also provide details on placement, lettering and style.
5. As some Local Councils require planning permission (even when **State Government Road Authority approval** has been given) the business operator must consult the Local Council once State Growth has issued the Works Permit.
6. Return the advice sheet included in the Works Permit advising of the timeframe for installation.
7. Once sign(s) are installed, return the advice sheet included in the Works Permit to confirm completion.

If the sign application relates solely to installation of signs on Local Council Roads

- **Steps 4 to 7 above are replaced with the following steps:**
4. The application will be forwarded to the **Local Council Road Authority** managing the road on which permission is being requested to install the sign(s).
 5. The **Local Council Road Authority** should assess the application against the criteria in the current version of the [Tasmanian Roadside Signs Manual](#) and respond directly to the business operator.

Process summary



More information?

Further information about tourism signing is available from:

Department of State Growth
GPO Box 536
HOBART 7001
Email: permits@stategrowth.tas.gov.au